

FOOT 40" 6362060

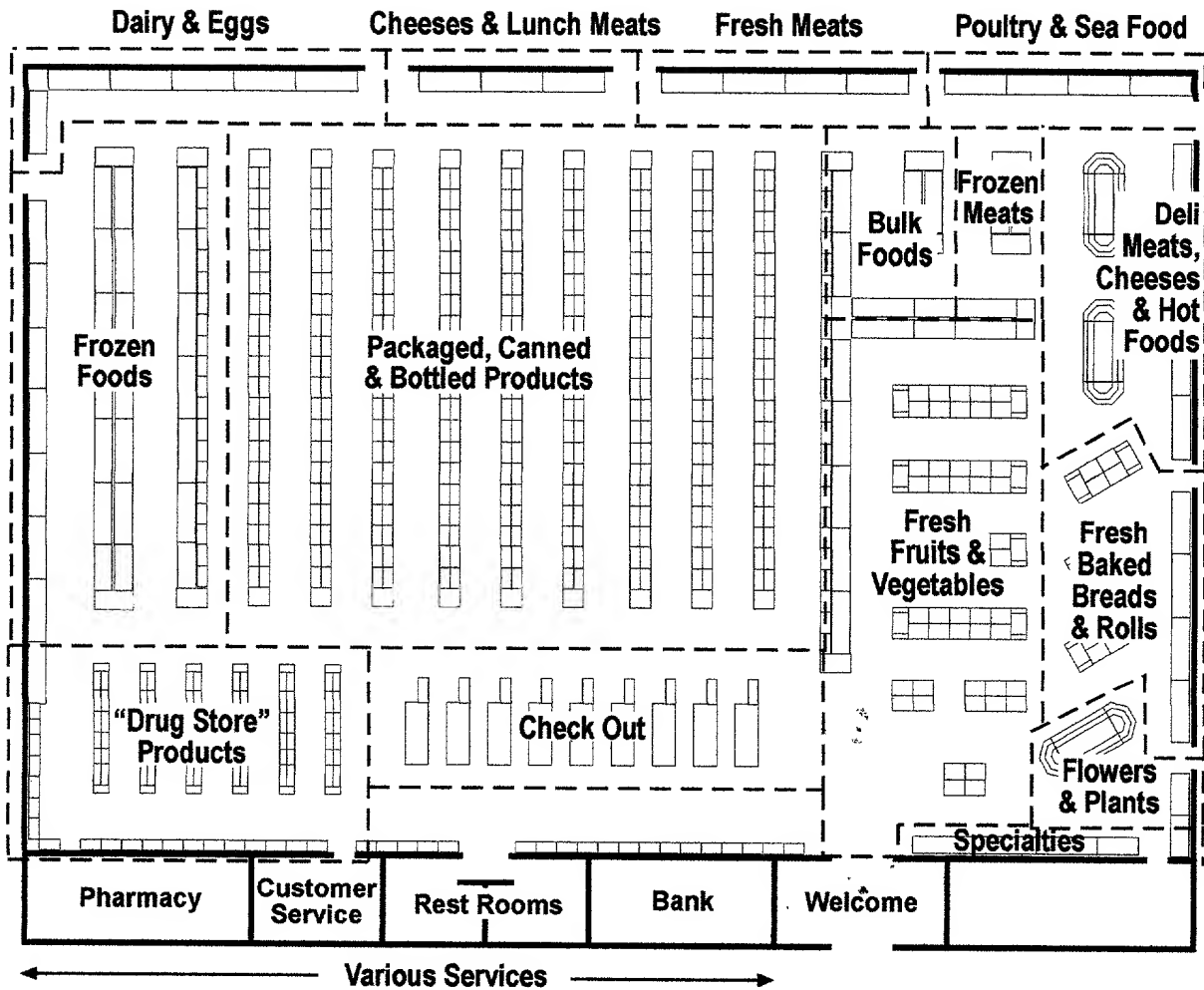


Figure 1 - Sample Store General Product Locations

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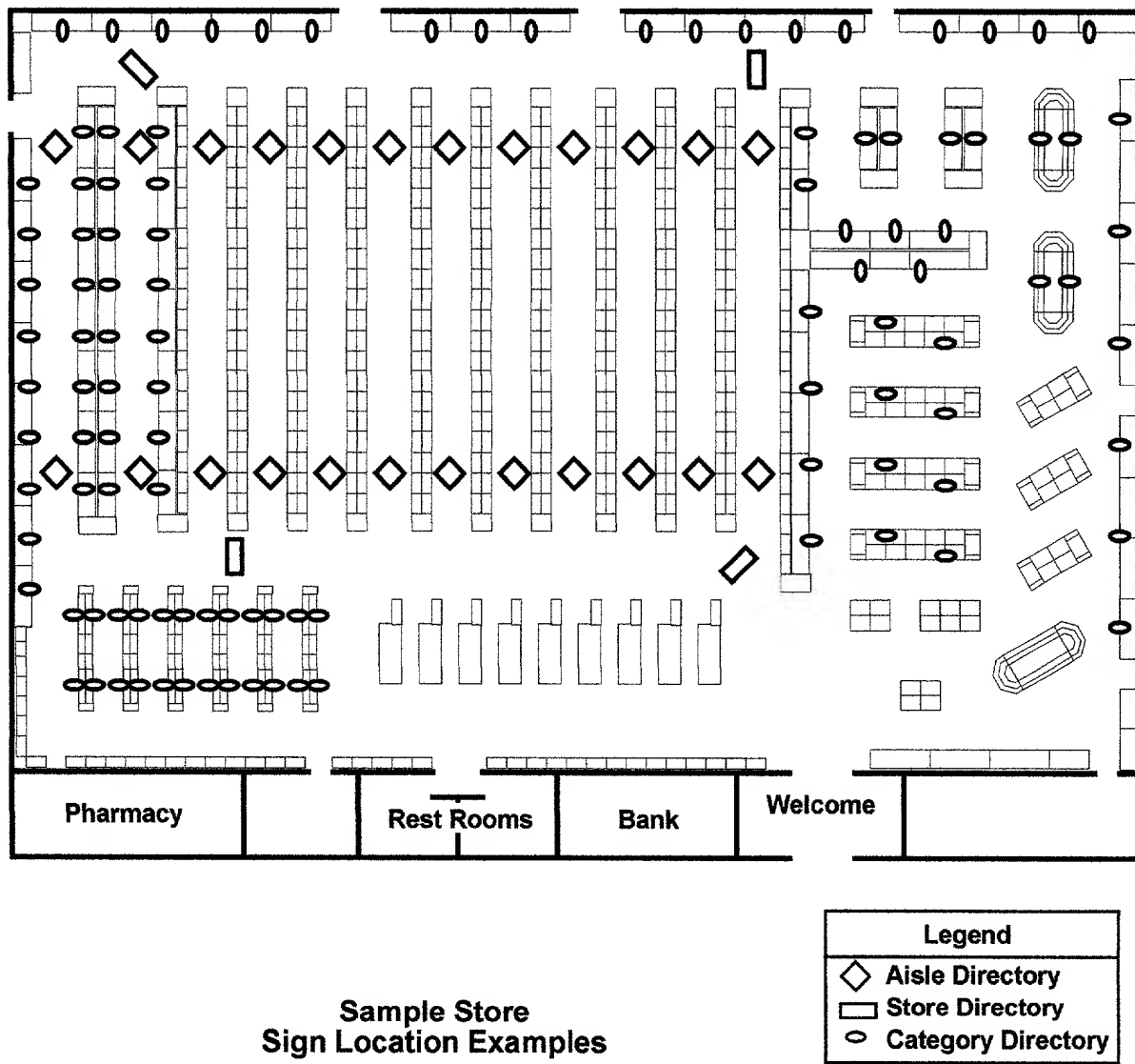


Figure 2

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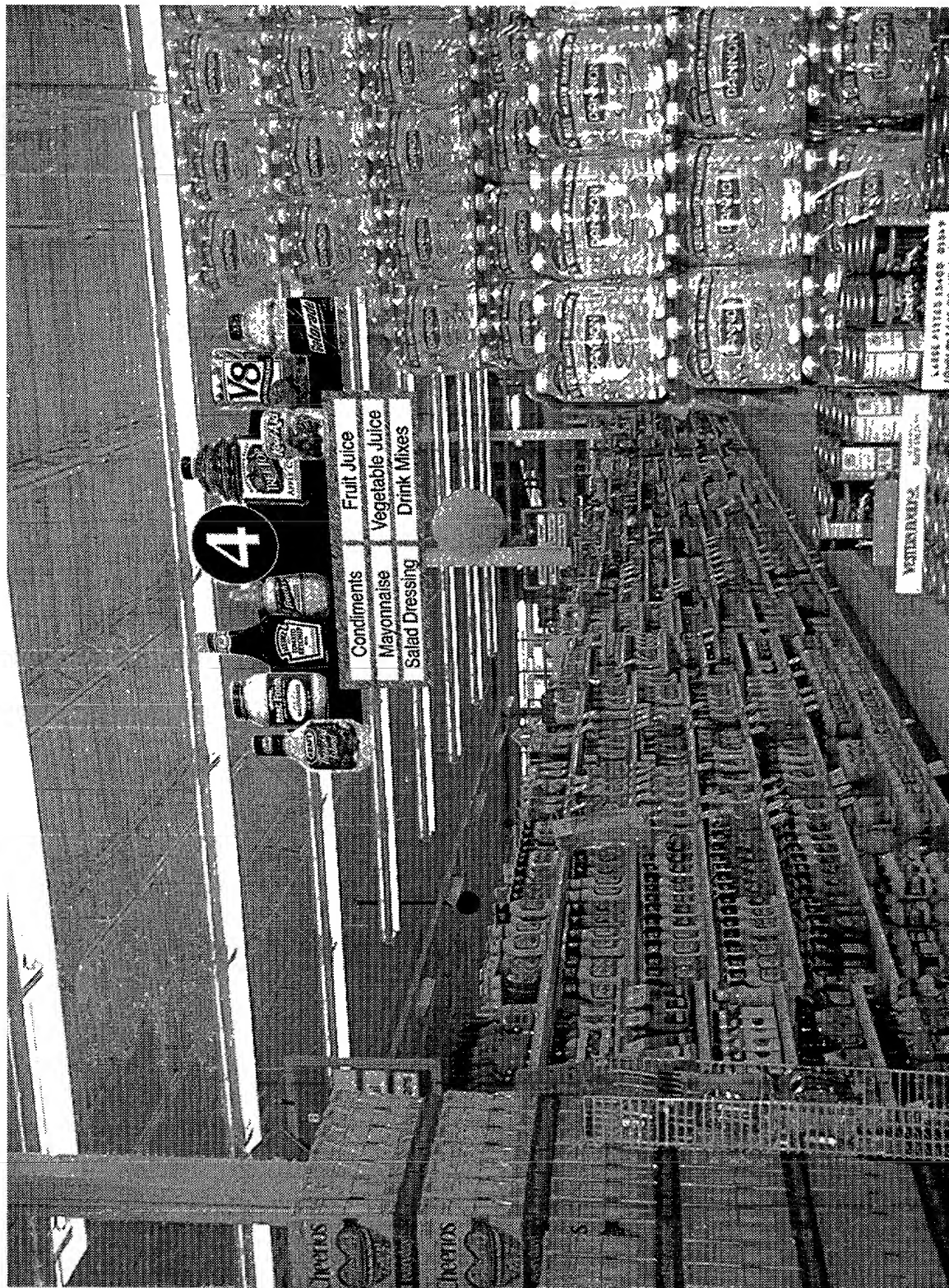


Figure 3 Perspective of Aisle Sign

FOOT 20" E2620660



Figure 4 - Perspective View of Multiple Aisle Directories

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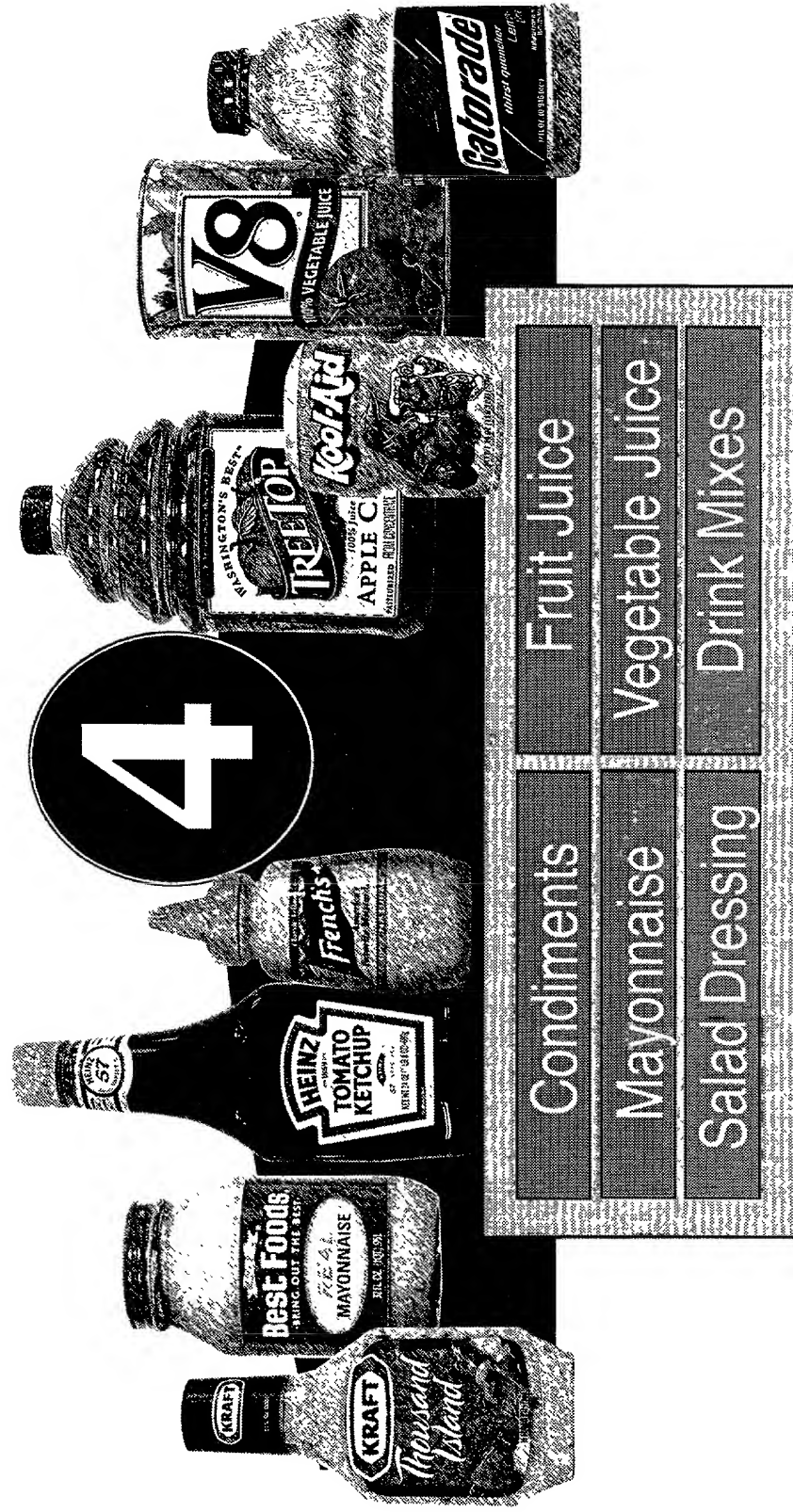


Figure 5
Aisle Sign With Text

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Figure 5A
Aisle Sign Without Text



Figure 6
Category Sign

09902923.074001
E2620660



Figure 7
Category Sign

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Figure 8 - Frozen Food Aisle



Figure 9
Directional Sign

Figure 10
Example Corner of
Full Store Directory

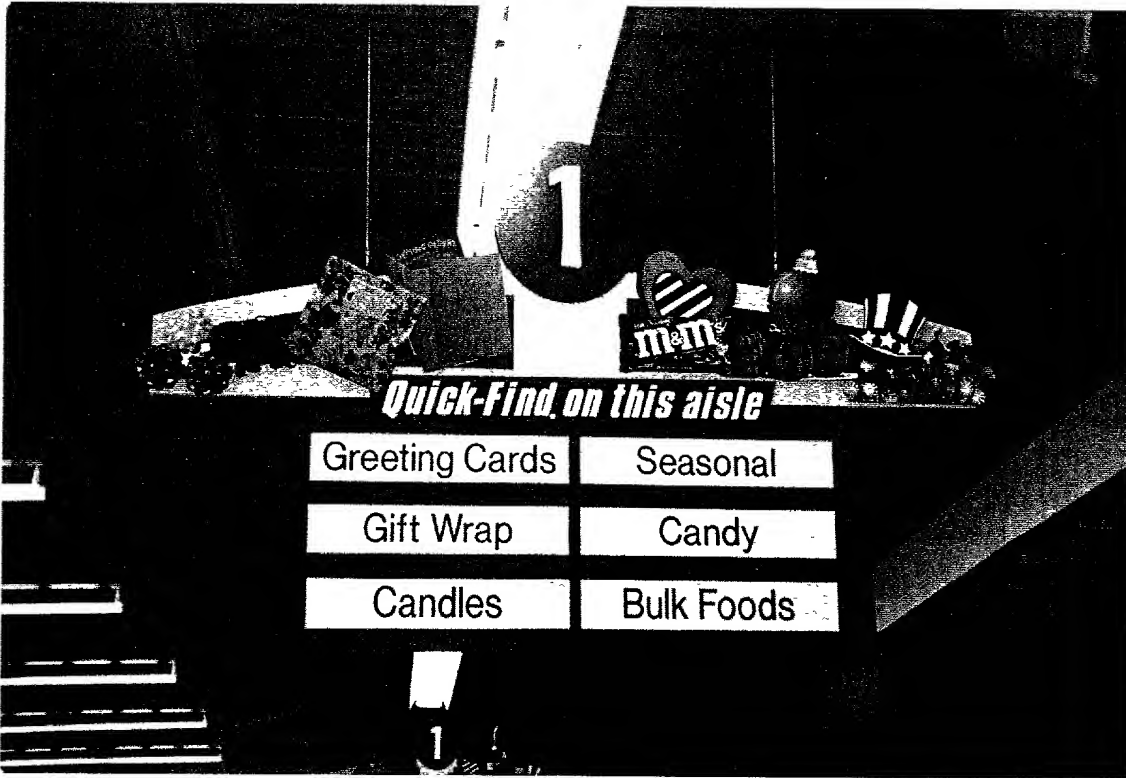


Figure 11 A - Aisle Directory Used In Case Study

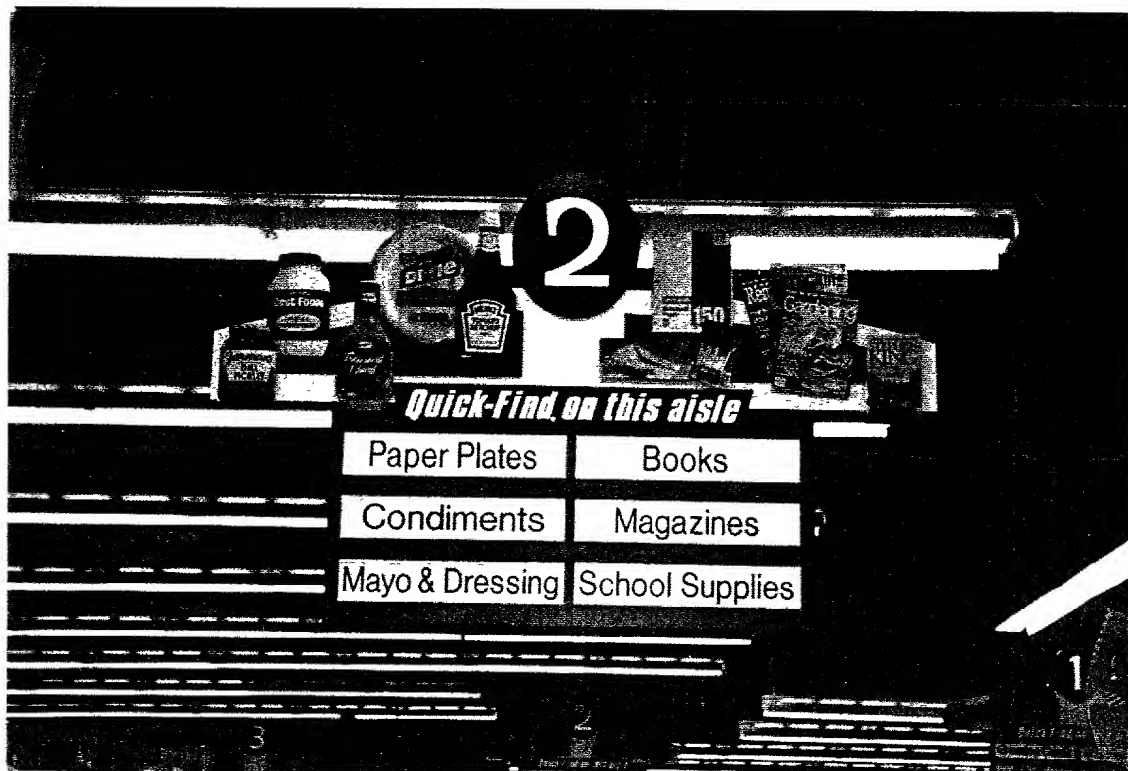


Figure 11 B - Aisle Directory Used In Case Study



Figure 11 C - Aisle Directory Used In Case Study

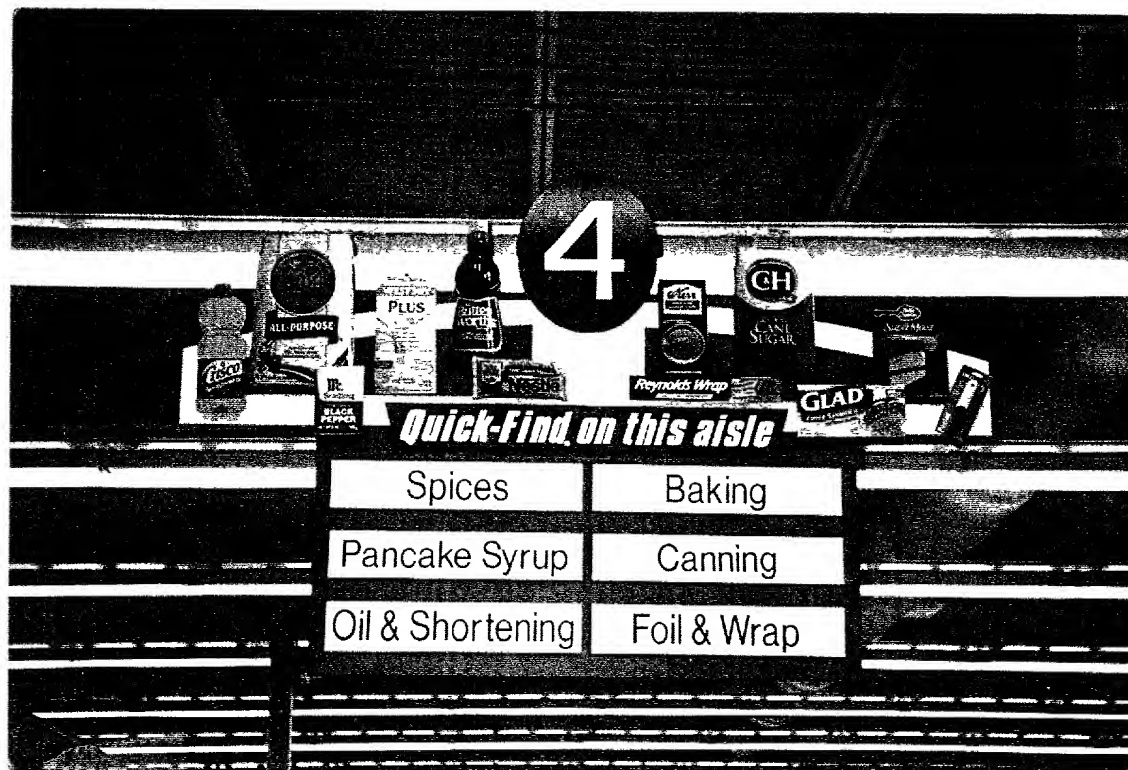


Figure 11 D - Aisle Directory Used In Case Study



Figure 11 G - Aisle Directory Used In Case Study



Figure 11 H - Aisle Directory Used In Case Study

The floor plan illustrates a supermarket layout with the following sections and products:

- Dairy:** Milk carton.
- Meats:** Steak.
- Seafood:** Fish.
- Deli:** Hot dog, Pizza.
- Bakery:** Loaf.
- Produce:** Pineapple.
- Floral:** Flower arrangement.
- Frozen Foods:** Pizza, Ice cream.
- Horinel:** Hot dog.
- Welcome:** Sign.
- Bank:** ATM.
- Rest Rooms:** Sign.
- Pharmacy:** Bayer box.

XYZ Markets

Figure 12 - Store Directory, Floor Plan Using Product Graphics

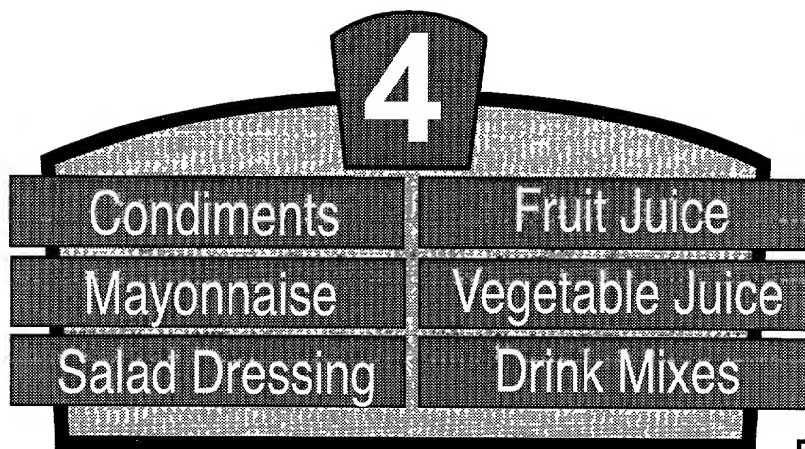


Figure 13
Existing Sign



Figure 14
Existing Sign
with added
Graphic Collar

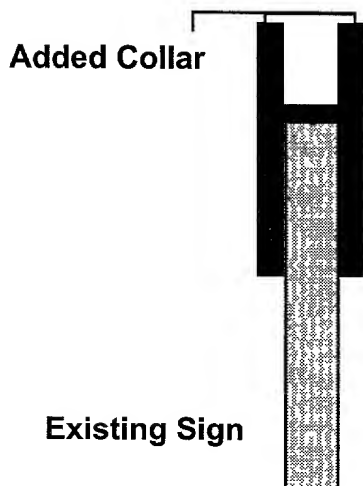


Figure 15
Section of
Existing Sign
with added
Graphic Collar

Products Shown on Directories
As a Percent of Dry Grocery Sales

Date Range	Illustrated Product Sales Vs. All Category Sales	
	Other 34 Stores	Trial Store
3 Months Before Installation 12-Jul-00 - 10-Oct-00	17.8%	16.9%
3 Months After Installation 11-Oct-00 - 9-Jan-01	19.5%	24.5%
Change (Increase)	9.4%	45.1%

FIG. 16

Table 1

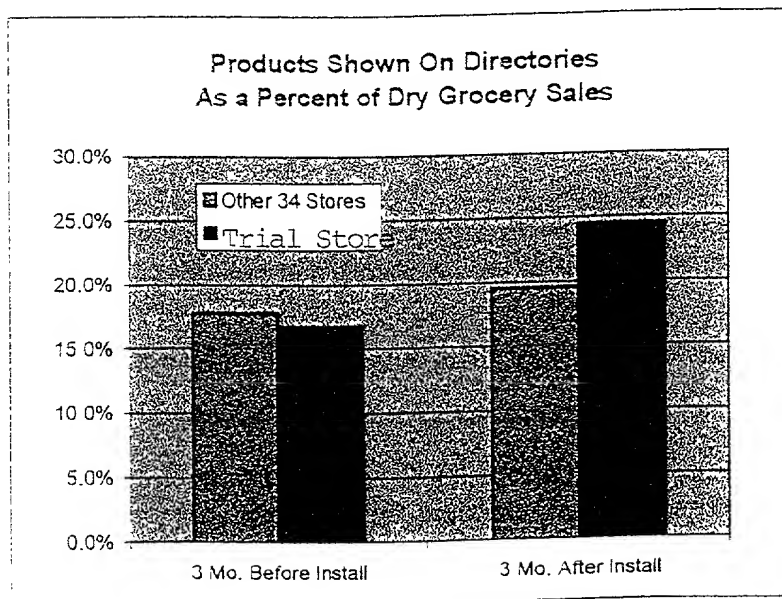


Chart 1

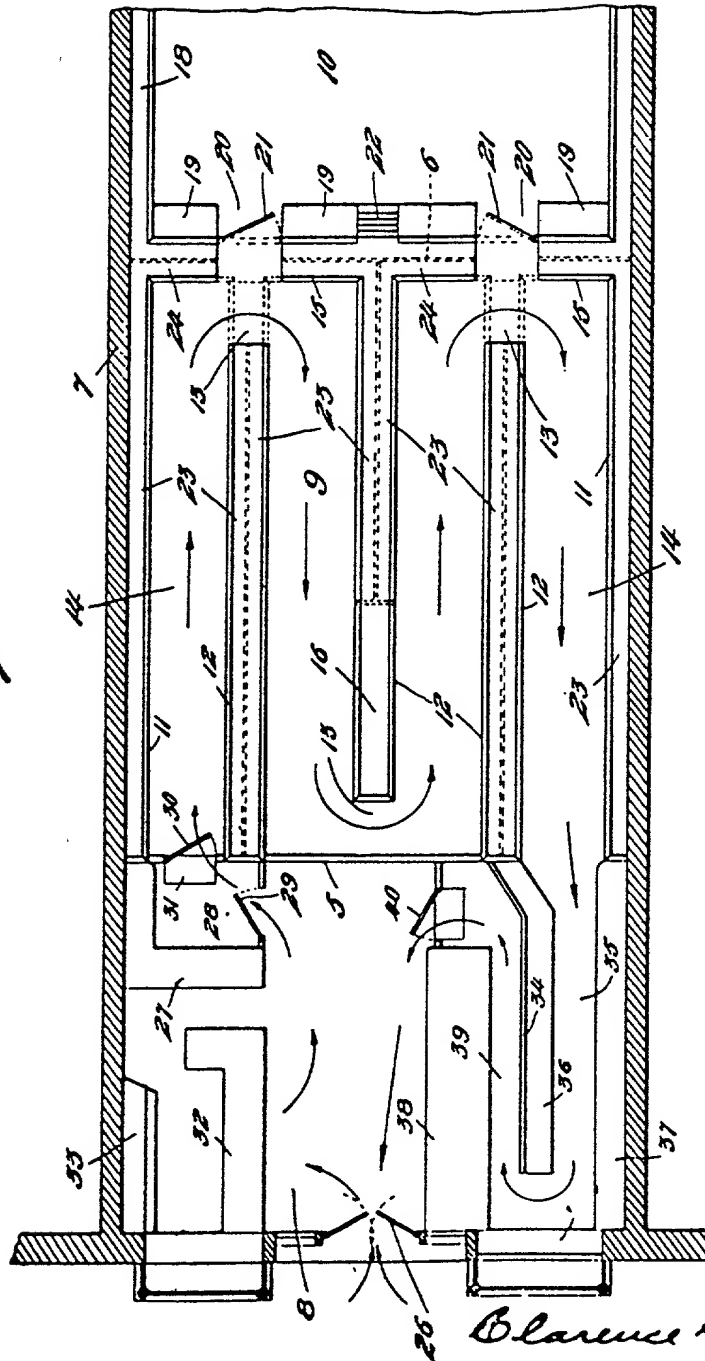
FIG. 17

FOOTCO - E2620660

1,242,872.

Patented Oct. 9, 1917.
3 SHEETS—SHEET 2.

Fig. 2.



Inventor

Clarence Saunders
By *Rudford & Doolittle*

Attorneys

Fig. 11. Self Serving Store (U.S. 1,242,872)

FIG 18